

Information Sheet Dual Degree Programme UM/QUT



Partner schools: *Maastricht University School of Business and Economics (UM) and Queensland University of Technology Business School (QUT)*

Applicable UM study programme: *MSc International Business – specialisation Strategic Marketing*

Programme duration: *3 semesters*

Programme structure: *semester 1 at UM and semester 2 and 3 at QUT*

Application deadline: *1 November 2025*

PROGRAMME OUTLINE

Dual Degree Programme UM / QUT				
<i>MSc International Business – Strategic Marketing</i> <i>MSc of Business - Marketing OR Integrated Marketing Communication</i>				
School	Month(s)	Course(s)	ECTS	
Semester 1 in Maastricht			At UM	At QUT
UM	Sep – Oct	EBC4078 Marketing Strategy and Innovation	6,5	
		EBC4280 Research in International Business	6,5	
	Nov – Dec	EBC4079 Consumer Psychology	6,5	
		Elective Preferred by QUT:	6,5	

		<ul style="list-style-type: none"> EBC4044 International Competitive Analysis and Strategy <p>Alternatively, choose one of the following electives:</p> <ul style="list-style-type: none"> EBC4038 Cases in Management Information Systems EBC4181 Entrepreneurial Finance EBC4039 Financial Statement Analysis and Valuation EBC4054 Institutional Investors EBC4048 Organisational Learning EBC4270 Multidisciplinary Business Challenge EBC4154 Performance Management and Strategy Execution EBC4016 Supply Chain Operations Management 		
	Sep – Jan	EBS4016 Writing a Master's Thesis Proposal: IB-Strategic Marketing	4	
Semester 2 and 3 in Brisbane			At UM	At QUT
Option 1: Marketing				
QUT	Feb – Jun	AMN403 Developing Marketing Intelligence Skills for Decision Making AMN446 Brand Analytics BSN550 Responsible Enterprise		22,5
QUT	Jul – Nov	AMN401 Integrated Marketing Communication AMN444 Achieving Service Excellence AMN449 Marketing Revolutionary Social Change		22,5
UM (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Option 2: Marketing (with final semester online)				
QUT	Feb – Jun	AMN401 Integrated Marketing Communication AMN403 Developing Marketing Intelligence Skills for Decision Making AMN446 Brand Analytics BSN550 Responsible Enterprise		30
QUT (online)	Jul – Nov	AMN444 Achieving Service Excellence AMN449 Marketing Revolutionary Social Change		15
UM (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Option 3: Integrated Marketing Communication				
QUT	Feb – Jun	AMN401 Integrated Marketing Communication AMN420 Manage Advertising AMN426 Content Creation and Management		22,5
QUT	Jul – Nov	AMN425 Digital Strategy and Analytics BSN550 Responsible Enterprise		22,5

		One selected from: <ul style="list-style-type: none"> • AMN405 Decisions and Issues in IMC • AMN465 Public Relations Foundations 		
UM (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Option 4: Integrated Marketing Communication (with final semester online)				
QUT	Feb – Jun	AMN401 Integrated Marketing Communication AMN420 Manage Advertising AMN426 Content Creation and Management AMN425 Digital Strategy and Analytics		30
QUT (online)	Jul – Nov	BSN550 Responsible Enterprise One selected from: <ul style="list-style-type: none"> • AMN405 Decisions and Issues in IMC • AMN465 Public Relations Foundations 		15
UM (online)	Jan – Oct	EMTH0001 Master's Thesis	17	
Total ECTS credits per school			47	45
Overall total ECTS credits			92	



Please be aware that the current course offer is subject to change without prior notice.

Participants in the Dual Degree Programme are responsible for getting acquainted with, and for abiding by, the rules and regulations of their host university in a timely manner, especially with regard to examination types, schedules and forms of resits, if any.

The Education and Examination Regulations (SBE-MSc-EER) for the Master's study programmes at the School of Business and Economics of Maastricht University (UM) apply to all Dual Degree programmes. You can find the SBE-MSc-EER on the Student Portal (My SBE Intranet), under "Regulations, rights and duties". For courses taken at QUT the EER from QUT will apply.

Fixed curriculum

Please note that all SBE Network programmes (including the Dual Degree programmes) have a fixed curriculum. It is not possible to switch/waive/cancel any of the courses offered in these fixed programmes.

SELECTION PROCEDURE

Eligibility and admission requirements

- Who can apply: (prospective) students in the MSc International Business – specialization Strategic Marketing
- Selection requirements:
 - obtained all 13 ECTS from the first period of the study programme during the first sit
 - have an average grade of minimum 7.0
- Departure requirements:
 - obtained all 26 ECTS from the first semester of the study programme

- successfully completed the course “Writing a Master's Thesis Proposal: IB Strategic-Marketing”

Selection procedure

Students can start their application for the Dual Degree Programme with QUT as soon as they have a valid registration for the MSc in International Business – specialization Strategic Marketing.

- Before application:
 - Interested students have to request an application form via e-mail to dualdegree-sbe@maastrichtuniversity.nl.
- Application:
 - Applicants have to submit the filled-out and signed **application form**, together with a **motivation letter**, **CV**, **copy of passport and bachelor's transcript** via e-mail to dualdegree-sbe@maastrichtuniversity.nl. *

➔ **Application deadline: 1 November 2025**

**Note that incomplete applications will not be considered!*

- Applicants' motivation letter, CV and bachelor's transcript will be considered by the Dual Degree Team and the applicable Programme Advisor at SBE Maastricht.
 - The applications considered strongest will be invited for an in-person interview.
- Results:
 - Applicants will be informed about the results via e-mail.
 - The accepted students will have to confirm their participation via e-mail and pay the required administrative fee (see *Practical Information* below) within a set time window that will be communicated in the e-mail with the results of the application.
- Cancellation:
 - If accepted students do not meet the departure requirements, the Dual Degree participation will be cancelled and the administration fee will not be refunded.

Available places

The number of available slots being offered for the academic year 2025-2026 is still to be confirmed.

PRACTICAL INFORMATION

Contact

Questions or remarks regarding the Dual Degree Programme with QUT, can be directed to the Dual Degree Team of SBE Maastricht via e-mail to dualdegree-sbe@maastrichtuniversity.nl.

Tuition fee and additional costs

Students have to be registered at UM for the entire duration of the study programme, so even while abroad at the host university. This implies that students selected in the Dual Degree Programme pay tuition fee at UM for the entire duration of the programme. Selected students are exempted of tuition fee payment at the partner school.

Besides the tuition fees at SBE Maastricht, students selected for the Dual Degree Programme with QUT will be charged an **administrative fee of € 1.000,00**. The Dual Degree Team will provide students with an invoice including detailed payment information and a due date for the receipt of the administrative fee.

Cancellation: The administration fee of € 1.000,00 will not be refunded if a student cancels their allocation after confirmation. Only in case of severe personal circumstances, confirmed by a study advisor of SBE Maastricht, the administration fee can be refunded.

All other costs that come with participation (such as health insurance and visa application, travel and accommodation, study materials and potential fees at the partner school) and other personal costs have to be covered by the students.

It is your own responsibility to check with DUO whether you are entitled to retain your Dutch study grant, or “studiefinanciering”, while abroad for the Dual Degree programme.

Grading and results

As students in the Dual Degree Programme are pursuing two separate degrees, the grades counting towards their GPA are varying from one degree to another. The GPA for the degree from SBE Maastricht will only be calculated based on the programme components completed at SBE and the GPA for the degree from QUT will only be calculated based on the programme components completed at QUT.

Students in the Dual Degree Programme should be aware that any resits at SBE Maastricht will automatically disable students from obtaining a cum laude distinction for their SBE Maastricht degree.

Important note: there is no resit opportunity for students in the Dual Degree Programme at QUT.

Thesis

Students in the Dual Degree Programme with QUT take part in the Writing a MSc Thesis Proposal skills training at SBE Maastricht during the first semester of the programme. After approval of their topic and assignment of a thesis supervisor, students complete the thesis writing remotely during the second and final semester at QUT. The deadline for the thesis submission is in October 2026 followed by a defense deadline on 31 October 2026.

In case students fail to adhere to the thesis deadlines, they have a final resit opportunity scheduled within three months after the first sit deadline. When students fail the resit opportunity, students have to find a (possibly new) supervisor and depending on the supervisor and the quality of the thesis, might have to start a new thesis, implying a study delay for which the student has to stay enrolled at SBE.

Diploma and graduation

After successful completion of all the requirements of both the Dual Degree Programme, students will be awarded the degree of Master of Science in International Business – specialization Strategic Marketing (60 ECTS) from SBE Maastricht and the degree of Master of Business – Marketing major or Integrated Marketing Communication major (90 ECTS) from QUT.

Students are eligible for graduation at both schools after completion of all the programme components at both schools. The schools will exchange the needed documents with regards to the graduation process.

In case of no study delay, the actual graduation ceremonies at both schools take place as follows:

- At SBE Maastricht: Fall Graduation Ceremony in April 2027
- At QUT: December 2026

Additional internships/MSc exchange

Please note that SBE Maastricht does not approve an additional (extra-curricular) MSc exchange to students enrolled in a Dual Degree programme after they have completed the full programme. Since the regular DD programme already takes 1,5 years, another extension of the programme is not allowed.

An additional internship is only possible with 100% study progress. For more information on internships, please check the requirements of the Internship Office in the Student Portal.

Disclaimer

Should Dutch government deem a country unsafe for travel (because of sanitary crises, riots or other reasons), UM students will not be allowed to physically go to their exchange destination in that country. This also applies to students in the Dual Degree Programmes of SBE Maastricht. If that would happen, SBE Maastricht reserves the right to cancel the Dual Degree programme for its students and will enable them to continue and graduate in the regular master programme.